

Eligibility:

Any high school FFA member may submit an entry created by an individual or by a team of two or more current FFA members from any South Dakota High School FFA Chapter.

Objective:

To produce a commercial quality, dynamic, creative and positive video regarding the provided topic.

Rules:

- Production must be between 30 seconds and 1 minute in length. Videos over 1 minute will be disqualified.
- The video must be family friendly.
- Each production must present a positive farm message and must use the **required fact** indicated on the enclosed Fact Sheet.
- Presentations must address the given topics. FFA members, not their advisors, must prepare the presentations.
- Appropriate attire must be worn by all persons in the production.
- Proper precautions must be followed to ensure the safety of all participants and anyone near the production area.
- Each entry must be an original production created entirely by the student or team of students.
- An individual FFA member may participate in only one video.
- Any method may be used to capture or create moving images for the video.
- It is the student/team's responsibility to comply with state and federal copyright laws. Use the following Web site as a reference: www.copyright.gov.

- Entry in the contest will be deemed consent for the use of the production, name, and photograph of the entrants by the South Dakota Soybean Research and Promotion Council, the South Dakota Soybean Association and the South Dakota Department of Agriculture for advertising, promotion, and trade purposes.
- No Purchase necessary. Void where prohibited by law. All federal, state, and local laws apply.
- The 2012 Video Contest is sponsored by the South Dakota Soybean Research & Promotion Council, the South Dakota Department of Agriculture and managed by the South Dakota Soybean Association.

Preliminary Judging:

- Videos should be submitted for contest approval and preliminary judging by **5 p.m. on October 18, 2012**. Videos should be submitted electronically to Sarah Even at seven@sds soybean.org. We recommend using www.wetransfer.com for sending large files. Please contact Sarah if you need further guidance.
- The following items need to be included when you submit your video:
 - Names, Email Addresses and Phone Numbers of each participant on the video team
 - Video Title
 - Video description and keywords
 - FFA Chapter Name
 - Name of Chapter Advisor
 - School Address
- The top 10 entries will be determined by a judging team composed of, but not limited to, soybean farmers, agricultural media, and agricultural industry representatives.
- All decisions of the judges will be final.
- Judges reserve the right to disqualify any production.
- Judging at this level will be based upon creativity, presentation, and accuracy.
- The top ten videos will move on to final judging and will be posted at www.sds soybean.org and SD Soybean's Vimeo page for public viewing.
- The Top Ten entries will be announced on **November 1, 2011**.

Final Judging:

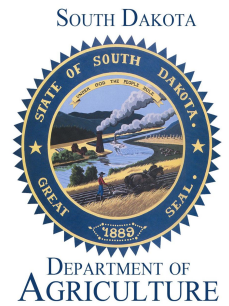
- Once the participants from the Top Ten entries are announced, they are encouraged to share the link to their video with others via email, Facebook, Twitter, etc. Remember, the goal is to have your video go viral.
- The contest will close at **4 p.m. on November 15, 2012**. Winning videos will be determined by the number of Plays as calculated by Vimeo at this time.
- Winning teams will be notified after the closing of the contest.

Prizes:

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| 1st place | \$1000 to the student/team producing the video for advisor-approved FFA activities and \$1000 to the FFA Chapter |
| 2nd place | \$750 the student/team producing the video for advisor-approved FFA activities and \$750 to the FFA Chapter |
| 3rd place | \$500 to the student/team producing the video for advisor-approved FFA activities and \$500 to the FFA Chapter |
| 4th through 10th places | \$50 to the student/team for advisor-approved FFA activities |

Should a team place, the Chapter Advisor will be responsible for distributing the prize money equally among team members.

Please direct any questions to Sarah Even, at seven@sds soybean.org. Be sure to put *Video Contest* in the subject line.



Fact Sheet

We encourage you to be as dynamic, original, and creative as you can, however, you must base your video message around the topic & required fact listed below.

The topic of this year's Video Contest is: **Family Farms.**

Required Fact: **98% of farms in America are family owned.**

Background Information

With terms like "Factory Farms" and "Corporate Farms" dominating the media, it's easy for consumers to be misled about the true story of today's farms.

There is a misconception that our food is produced by large factories and corporations, when in reality 98% of farms in America are family owned. Those numbers also hold true for South Dakota. South Dakota farm families demonstrate that there are real people behind our food. While some of their farms may be large, that does not mean that they are not hard-working families who still maintain strong values.

In many cases, it makes sense for a farm to classify itself as a corporation for business purposes. However, often times the farm is still family owned and operated.

You hear a lot of talk lately about returning to the "nostalgic" view of the farm. Just because today's farms look different, does not mean that the farmers do. Today's farmers have embraced technology, which has actually allowed them to grow more food, using fewer resources. Here is one way to think of it: can you imagine working in a business that is still utilizing the same technology as 40 or 50 years ago? However, farmers still uphold the same values they did 40 to 50 years ago. They still believe in raising a safe and wholesome product, ensuring their animals are well cared for and maintaining the integrity of the land.

In South Dakota we are fortunate because many of us have strong ties to agriculture. As FFA students, you understand that farm families take great care and pride in growing food for our tables.

For additional background information, feel free to visit with a local farmer. You may also contact Sarah Even with any questions you have about the project or topic.

Sample Videos:

The following are examples of videos about agriculture that have gone viral:

“I’m Farming & I Grow It” <http://www.youtube.com/watch?v=48H7zOQrX3U>

“Farm It Maybe” <http://www.youtube.com/watch?v=e3kwdue5XS0&feature=related>

However, please do not let these sample videos limit your ideas. We encourage you to be innovative and creative with your videos. The more creative your video, the better chance it has of going viral.